

**IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE**

APPLICANTS: Haber, Jeff
SERIAL NO.: 09/628,569
FILING DATE: July 31, 2000
TITLE: "Directing Internet Shopping Traffic and
 Tracking Revenues Generated as a Result Thereof"
EXAMINER: Andrew J. Rudy
GROUP ART UNIT: 3627
ATTY. DKT. NO.: 04910

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DECLARATION UNDER 37 CFR 1.131

My name is Jeff Haber, and I am the inventor of the software and interactive interface featured and claimed in U.S. Patent Application No. 09/628,569. I developed the application in order to overcome several of the limitations inherent in interactive video applications using hyperlinks embedded directly in the video.

I first conceived of the idea of having separate video and still image display areas, wherein the still image would correspond with frames from the video in July of 1998. My idea was to have the video play in one area and as the video played, select frames from the video would then be displayed in a separate area. These select frames, and not

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the video itself, would each contain a number of user selectable areas, each user selectable area showing one of the products contained in the corresponding segment of video content. Each user selectable area in the still image would then be anchored to a hyperlink, linking to an e-commerce website where specific information about the product resides and from which the product may be purchased.

As the video played, the still images would be simultaneously displayed and updated and a user could click on any of the products featured in the video. Using the hyperlink anchored to the user's selected area, the software would then directly access the e-commerce website, retrieve the specific information about the product contained in the corresponding segment of video content, and simultaneously providing the specific information about the product to the user in a separate and third portion of said display.

I thereafter diligently set about coming up with an interactive prototype and subsequently reduced my invention to actual practice in May of 1999.

After reducing my invention to practice, I diligently sought and obtained patent counsel and representation. By and through my counsel, the application referred to above was filed in July of 2000.

The following facts are true and accurate and sworn to under penalty of perjury.

Date: 11-1-04
Jeff Faber

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